

**CITY OF FAYETTEVILLE RECYCLING AND TRASH COLLECTION DIVISION**  
Solid Waste Reduction, Diversion and Recycling Education Plan

AWARENESS ➡ ACTION



**2013**



**2017 and BEYOND**



# Introduction

The City of Fayetteville Recycling and Trash Collection Division with support from the Communications and Marketing and Media Services is setting education goals for 2017 and beyond based on the adoption of the Solid Waste Reduction, Diversion and Recycling Master Plan approved through City Council in February 2017.

The new master plan has a focus of waste reduction to become central to the new educational outreach efforts. To that end, a sister campaign to complement the highly successful “RECYCLE SOMETHING” campaign has been

conceptualized and approved through the City Administration to be used to educate residents and businesses on waste reduction in addition to normal recycling practices.

In order to reach higher diversion levels, the education plan will be used to begin a push to reach a 70% Participation Rate (number of households who recycle as a percent of all those potential households in the City) in the residential recycling curbside collection program by 2027. To help achieve this goal the following will be pursued in 2017 and beyond:

1. Develop fresh graphics for marketing materials and PSA's that highlight and promote Waste Reduction
2. Develop targeted education campaign with U of A students
3. Transition messaging from “awareness” to specific information about what can be recycled.
4. Create incentives for targeted competitions through social media
5. Increase social media posts to several times per week
6. Messaging to evolve to storytelling with focus on public school green team efforts and individual household best practices
7. Create new sub-site on city web site to provide better navigation
8. Develop pledge drive to encourage participation

THIS GOAL IS IN COORDINATION WITH THE BOSTON MOUNTAIN SOLID WASTE DISTRICT EDUCATION CONTRACT AND 2017 SCOPE OF WORK DEVELOPED AND IMPLEMENTED WITH THE HELP OF WASHINGTON COUNTY OFFICE OF ENVIRONMENTAL AFFAIRS AND BOSTON MOUNTAIN SWD.

STAFF ALSO REALIZES THAT AN INCREASE TO 70% PARTICIPATION IN THE RESIDENTIAL CURBSIDE RECYCLING PROGRAM WILL HAVE TO COINCIDE WITH THE EXPANSION OF FLEET AND PERSONNEL TO PERFORM COLLECTIONS SINCE THE CURRENT FLEET AND PERSONNEL LEVELS ARE AT CAPACITY WITHIN A GROWING CITY.



# Table of Contents

Background	
End Market Use	4
Education Outreach	5-10
Residential	5
Commercial	6
Multi Family	7
University & Schools	8-9
Marketing Strategy	10
Calendar	11
Case Study: (Community Based Social Marketing)	12-13
Boston Mountain Solid Waste District Contract	14-20
Education Contract - Scope of Work: 2017	21-23
Budget	24

# Background

The Recycle Something Education and Marketing program was launched in 2013 and from the inception through 2016 the City focused on branding for program awareness including:

- a complete rework of program brochures highlighting the different services provided by the City,
- development of promotional items for promotion of the program at different events and outreach efforts,
- a recycling mascot – Rooty- for educational efforts with young children,
- Recycle Something commercials shown through contracts with movie theaters and Cox Cable,
- Recycle Something design marketing on a smart car for the Recycling and Trash Collection Division to use.



The Recycle Something commercials won a few Emmy Awards and were produced in house by Media Services. The commercials have been shown in the Fayetteville market and staff receives comments from the public that the commercials have had a positive effect in identifying the Recycle Something logo as Fayetteville's recycling program.

Since program awareness has succeeded, staff now realizes it is time to move beyond the program awareness stage and move the concept forward into the second

phase and tailor the Recycle Something program to different educational outreach efforts including a focus on waste reduction and what materials can be recycled in the current program.

The Recycle Something marketing and education program utilizes the concepts of Community Based Social Marketing (CBSM) for outreach efforts. CBSM is a proven behavior change management tool that can enhance the success of the City's recycling outreach program.

# Educational Outreach

## Efforts for 2017

- Residential
- Commercial
- Public Use Containers
- Multi-Family
- Fayetteville Schools
- University of Arkansas
- Marketing Strategy

## RESIDENTIAL OUTREACH

**GOAL** — Begin push towards 70% participation rate by 2027 using focused education of what can be recycled and waste reduction practices.

- **CREATE FOLDER** printed with waste reduction and diversion goals and educational information that will house brochures for program services of (1) Pay-As-You-Throw Trash Collection program, (2) Curbside Recycling service, (3) Yardwaste Collection service and (4) Magnet identifying which items are recyclable. This folder will be handed to new residents upon signing up for residential service through the Billing office.
- Continue to **SHOW RECYCLING AND TRASH COLLECTION SERVICE INFORMATION** on the digital loop at the Billing office and Recycling and Trash collection office.
- **PRODUCE CITY WIDE MAIL OUT** for single family homes printed with waste reduction and diversion goals and educational information to be sent to households in the fall outlining the cities goals and how residents can participate. Also develop contest based on mail out with Fayetteville based facts through survey with correctly answered surveys entered into prize contest.
- **REDESIGN RECYCLING TAGS** to provide positive messages for residents with service issues on collection service.



**GOAL** — Develop outreach materials that will enhance current recycling efforts and showcase new efforts for businesses on how waste reduction can benefit them and improve their recycling programs.

- [illegible]

**GOAL** — Continue efforts to place public space recycling containers in the public parks and utilize the advertising space on the containers for education outreach efforts.

- [illegible]



## MULTI-FAMILY OUTREACH

**GOAL—** Continue push for more apartment complexes to begin recycling programs and bring awareness to residents at those complexes of recycling services available to them.

- **CONTINUE TO CONTACT** owners and managers of large apartment complexes for placement of recycling roll off containers for recycling service.
- **RECRUIT VOLUNTEERS** to go to existing complexes that recycle and place recycling information on the service on their doors.
- **DEVELOP INFORMATION PACKET** for complexes under 24 units in size to lay ground work for implementation of recycling service when new collection vehicles and employees are in place.
- **DEVELOP AND PLACE RECYCLING DECALS ON DUMPSTERS** at complexes with recycling service to remind residents of recycling services provided to them and how they can participate.

## UNIVERSITY AND SCHOOLS OUTREACH

### *Fayetteville Public Schools*

**GOAL** — Create a series of 1 minute or less videos highlighting waste reduction and recycling in Fayetteville Public Schools to inform and create a call to action for Fayetteville community members.

- **COORDINATE WITH ENVIRONMENTAL COORDINATOR** for the Fayetteville Public Schools to continue work with Green Teams and education efforts based on curriculum standards. In 2017 staff will work with the FPS on a Waste Reduction / Recycling Filming Project. Filming dates: late September 2017.

Potential schools: Holt Middle School, Root Elementary, Fayetteville High School, Owl Creek.

#### Waste Reduction Stories for videos:

- Reusable silverware + trays in all elementary and middle schools
- Reusable water cups
- Share tables
- Custodial - reusable mop heads made of recycled material, minimal chemicals plus controlled dilution, recycled content paper towels.

#### Recycling Stories for videos:

- Students collecting recycling - paper, cardboard, bottles, cans. Estimated 27% of waste generated is recycled.
- Technology Department - e-waste recycling.
- Terracycle - recycling glue sticks, juice bags, etc. (Root Elementary).
- Recycling at High School Bulldog football games - would need to film in fall.





### *University of Arkansas*

#### **GOAL - Increase student exposure to City's waste reduction and recycling goals.**

- Coordinate with U of A Office for Sustainability for outreach efforts to students with waste reduction and diversion goals adopted by the City.
- Tabling at freshman orientations with focus on:
  - > Diversion through repair and reuse
  - > Why recycling is important
- Work with U of A Sustainability for inclusion on the monthly and weekly newsletters that go out to students by providing waste reduction / recycling messaging
- Allow the university to use the Recycle Something and Waste Not. Use Less. campaign in their outreach efforts.
- Using student Sustainability volunteers to hang up apartment recycling information, educate, and help with community clean ups — coordinate through Give Pulse.
- Increase presence on social media with short video clips and ads on following topics:
  - > Drop-off locations
  - > Food waste
  - > Use analytics of social media campaign to better target messaging to students
  - > Tips and tricks on reducing waste – catered to students Ex. Solo cups
  - > Get on off-campus connections email list.
- Use the Office of Sustainability's U of A digital displays mailing list to get Recycle Something and Waste Not. Use Less. content onto digital displays across campus.



## MARKETING STRATEGY

**GOAL**— Develop Advertising concepts that move message from awareness of recycling program to fostering behavioral change through action.

- **CONTRACT** for advertising services at a variety of outlets depending on budget including:
  - > Cox Media
  - > Fayetteville Flyer
  - > Malco Theater — Screen Vision
  - > Fiesta Square Cinema — AMC
  - > Razorback Transit
  - > Northwest Arkansas Democrat Gazette
  - > Facebook Outreach

# Calendar of Events

Each year education outreach efforts will focus around these dates and events.



**Earth Day**  
**April 22nd, 2017**

Social Media outreach during the week of Earth Day and finishes with the Wild About Earth Day Event which is the Razorback Greenway Trails Clean up.



**Compost Awareness Week**  
**May 7th through 13th, 2017**

Social Media outreach during the week and Tour of City Compost site Saturday, May 6th.



**National Reuse Day**  
**October 19th, 2017**

The week will kick off with the showing of “Bag It”, a film about the plastic bag and the consumer, at the Fayetteville Public Library. Social Media outreach throughout the week will promote reuse programs, instruction on ways for schools to “reuse” and promotion of the ReStore program and local thrift stores.



**America Recycles Day**  
**November 15th, 2017**

Produce a printed progress marker, akin to the United Way goal thermometer which will track program’s progress. One idea is to station the tracker in city hall throughout the month of November and publicize and promote on Social Media

# Case Study

Community Based Social Marketing:  
Pilot Program for Reduced Use and  
Increased Recycling Rates of  
Single-Use Plastic Bags



Staff identifies single-use plastic grocery bags as an appropriate target for a CBSM campaign. This target was identified because of the environmental contamination that plastic bags pose to our Ozark landscape and because it was requested by citizens. It is estimated that 90% of plastic bags in the U.S. are not recycled and end up in landfills or the natural environment. Plastic bags use up natural resources, harm wildlife and marine life, create litter, take a long time to degrade, and are expensive.

- I. Select Behaviors: Behaviors must be “End-State Behaviors”, or behaviors that actually produce the desired environmental outcome (purchase LEDs vs. install)

a. Consumers:

- i. Bring their own bags or go without
- ii. Recycle more of their plastic bags

b. Retailers:

- i. Ask customers if they need a bag before bagging
- ii. Encourage customers to bring their own bags
- iii. Give customers option of purchasing reusable bags
- iv. Set up collection bins

2. Identify Barriers and Benefits

a. Barriers

- i. Convenience of plastic bags
- ii. Forming habit to bring a bag
- iii. Lack of knowledge of recyclability of plastic bags
- iv. No incentive
- v. Plastic bags have a use at home

b. Benefits

- i. Decrease plastic bag litter and pollution
- ii. Decrease energy used to create, ship, and even recycle bag.





### 3. Develop Strategies

#### a. Commitment

- i. Pledge cards, verbal affirmation that they will begin reducing bag use and/or recycling said bags

#### b. Norms

- i. Ads with photos of bags all over the place saying "not a dump, we can be better" etc.
- ii. Signs that say "the average customer at this store brings his own bags" or "the average Harps shopper ..." or "We recycle"
- iii. Having clerks wear tags that say "we prefer reusable bags"

#### c. Social Diffusion

- i. Social media campaign, bumper stickers

#### d. Prompts

- i. Signage w/ stats (in front about bringing bags and at collection center), outreach campaigns, social media, stickers for car windows

#### e. Communication

- i. Social media, emails, conversations with store clerks (from observations and community surveys, the check-out counter has been identified as the location where the largest impact may be made on a shopper's behavior), show impact using localized factoids & targeted appeals

#### f. Incentives

- i. Cash back, competition among store clerks, photo or shout out (also increases social diffusion)

#### g. Convenience

- i. Pass out reusable bags and stickers to help remind them to bring them

### 4. Piloting

- a. Set list of target locations (options include):
  - i. Harps (reduction and collection)
  - ii. Super Saver (reduction and collection)
  - iii. Walmart Neighborhood Market (reduction and collection)
  - iv. Ozark Natural Foods (collection)
  - v. Natural Grocery (collection)
  - vi. Whole Foods (collection)
  - vii. Aldi's (collection)
  - viii. Farmer's Market

#### b. Gather Pre-Pilot Data

- i. Bags given to customers
- ii. Bags collected for recycling

#### c. Set Timeline

#### d. Implement strategies as mentioned above

- e. Measure achievements and evaluate using same indicators

### 5. Broad Scale Adoption and Implementation

- a. Expand program incentives and strategies to other grocery stores in the area. Continue placing and updating ads and signage.

# BMSWD Contract

## ORDINANCE NO. 5628

AN ORDINANCE WAIVING THE REQUIREMENTS OF FORMAL COMPETITIVE BIDDING AND APPROVING A CONTRACT WITH THE BOSTON MOUNTAIN SOLID WASTE DISTRICT IN THE AMOUNT OF \$25,000.00 FOR AN ENVIRONMENTAL AND RECYCLING EDUCATION PROGRAM

**WHEREAS**, the Boston Mountain Solid Waste District is willing to cost-share a position, to be employed by the District, to provide environmental and recycling education; and

**WHEREAS**, the Boston Mountain Solid Waste District already has an agreement in place with Madison County to supply an education program and cost-sharing this position with the District would be the most cost-effective way to provide this educational program,

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:**

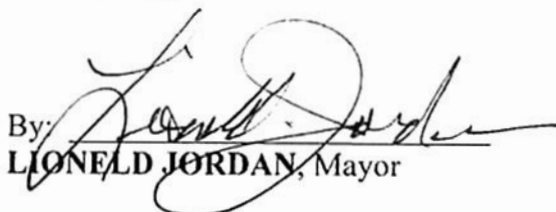
Section 1: That the City Council of the City of Fayetteville, Arkansas hereby determines an exceptional situation exists in which competitive bidding is deemed not feasible or practical and therefore waives the requirements of formal competitive bidding and approves a Contract (marked as Exhibit "A" attached hereto and made a part hereof) between the City of Fayetteville, Arkansas and the Boston Mountain Solid Waste District in the amount of \$25,000.00 for the provision of an environmental and recycling education program for the citizens of Fayetteville.

**PASSED** and **APPROVED** this 5<sup>th</sup> day of November, 2013.

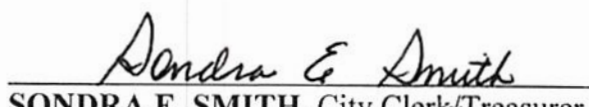
APPROVED:

ATTEST:

By:

  
LIONELD JORDAN, Mayor

By:

  
SONDRA E. SMITH, City Clerk/Treasurer



**City of Fayetteville Staff Review Form**

**City Council Agenda Items  
and  
Contracts, Leases or Agreements**

October 15th, 2013

City Council Meeting Date  
Agenda Items Only

Brian Pugh

**Submitted By**

Solid Waste and Recycling

**Division**

Transportation Services

**Department**

**Action Required:**

Ordinance waiving the requirements of formal competitive bidding and authorizing a Contract for Service with Boston Mountain Solid Waste District for an education position utilized in the Solid Waste and Recycling Division.

\$ 25,000.00

Cost of this request

\$ 739,593.00

Category / Project Budget

Services & Charges

Program Category / Project Name

5500.5000.5315.00

Account Number

\$ 444,390.10

Funds Used to Date

SW Operations & Administration

Program / Project Category Name

\$ 295,202.90

Remaining Balance

Solid Waste and Recycling

Fund Name

Budgeted Item

☒

Budget Adjustment Attached

☐

Terry J. Gulley  
Department Director

9-27-13  
Date

Previous Ordinance or Resolution #                     

[Signature]  
City Attorney

10-1-13  
Date

Original Contract Date:                     

Original Contract Number:                     

Paul A. Beck  
Finance and Internal Services Director

10-1-2013  
Date

Received in City  
Clerk's Office

[Signature]  
Chief of Staff

10-1-13  
Date

Received in  
Mayor's Office

[Signature]  
Mayor

10/1/13  
Date

Comments:

US Ordinance was left on the 10/15/13 or m19.

To: Fayetteville City Council

Thru: Mayor Lioneld Jordan  
Don Marr, Chief of Staff  
Terry Gulley, Transportation Director

From: Brian Pugh, Waste Reduction Coordinator *BP*

Date: September 27, 2013

Subject: Ordinance waiving the requirements of formal competitive bidding and authorizing a Contract for Service with the Boston Mountain Solid Waste District for an education position utilized in the Solid Waste and Recycling Division.

---

## **RECOMMENDATION**

Fayetteville City Administration recommends authorizing a ordinance waiving the requirements of formal competitive bidding and authorizing a Contract for Service with the Boston Mountain Solid Waste District for an education position utilized in the Solid Waste and Recycling Division.

## **BACKGROUND**

The Solid Waste & Recycling Division utilized two Energy Corp members from November 2012 to September 2013 for education related activities. The two positions were split with one full time and one part time position working on the recycling marketing and education programs. To date these positions have helped with these programs by reaching approximately 1,800 people with presentations ranging from solid waste and recycling tours, waste free lunches, recycling basics, composting techniques and how recycling can help with energy savings. These positions have been vital working in house on researching other programs, website maintenance and brochure and sign development and also crucial in conducting outreach to businesses and non-profits. These positions conducted much of the door to door education in rolling out the commercial glass program and cigarette litter prevention plan on Dickson St.

## **DISCUSSION**

The Energy Corp program is no longer being funded through the Federal Government so there will be no positions in the 2013-2014 period in which to apply for help with the recycling education efforts. The Boston Mountain Solid Waste District has an agreement in place with Madison County to supply an education position for their programs. In addition, Boston Mountain is hiring for a position that would work 20 hours a week for Washington County and 20 hours a week for the City of Fayetteville conducting education for the recycling programs.

The employee hired for the new education position would be employed through the Boston Mountain Solid Waste District and the District would handle all personnel issues and benefit packages. The cost for the City would be \$25,000 per year and would come from education budget funds already approved for 2013 and 2014.

## **BUDGET IMPACT**

The agreement is for \$25,000 and will be paid for from the Solid Waste and Recycling Budget – Promotional Activities 5500.5060.5342.00. In 2013 the cost will be pro-rated for the last remaining quarter in 2013. There is sufficient funding in the operating budget for this position.

**ORDINANCE NO. \_\_\_\_\_**

AN ORDINANCE WAIVING THE REQUIREMENTS OF FORMAL COMPETITIVE BIDDING AND APPROVING A CONTRACT WITH THE BOSTON MOUNTAIN SOLID WASTE DISTRICT IN THE AMOUNT OF \$25,000.00 FOR AN ENVIRONMENTAL AND RECYCLING EDUCATION PROGRAM

**WHEREAS**, the Boston Mountain Solid Waste District is willing to cost-share a position, to be employed by the District, to provide environmental and recycling education; and

**WHEREAS**, the Boston Mountain Solid Waste District already has an agreement in place with Madison County to supply an education program and cost-sharing this position with the District would be the most cost-effective way to provide this educational program,

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:**

Section 1: That the City Council of the City of Fayetteville, Arkansas hereby determines an exceptional situation exists in which competitive bidding is deemed not feasible or practical and therefore waives the requirements of formal competitive bidding and approves a Contract (marked as Exhibit "A" attached hereto and made a part hereof) between the City of Fayetteville, Arkansas and the Boston Mountain Solid Waste District in the amount of \$25,000.00 for the provision of an environmental and recycling education program for the citizens of Fayetteville.

**PASSED and APPROVED** this 15<sup>th</sup> day of October, 2013.

APPROVED:

ATTEST:

By: \_\_\_\_\_  
**LIONELD JORDAN**, Mayor

By: \_\_\_\_\_  
**SONDRA E. SMITH**, City Clerk/Treasurer

## CONTRACT FOR SERVICE

The Boston Mountain Regional Solid Waste Management District (District) and the City of Fayetteville, Arkansas agree to enter into the following agreement to provide environmental education and outreach in the City of Fayetteville.

Environmental Education is to be provided by the District. The District has the resources available to provide public education and community outreach relating to solid waste management and waste minimization education in Fayetteville.

It is agreed by the District and the City of Fayetteville as follows:

The District shall:

1. Provide waste reduction and waste minimization education to citizens of the City of Fayetteville.
2. Prepare and present education programs to Fayetteville's citizens on services and programs available to them related to solid waste management, including recycling.
3. Provide an environmental educator that will perform at least 1,040 hours per year on environmental education for the City. For any partial year performance, the District shall provide a prorated number of hours per year at a rate of 86.67 hours per month.
4. The environmental educator will be an employee of Boston Mountain Solid Waste District. The District agrees to indemnify and hold harmless, to the extent such is not in conflict with immunities provided for by state law, the City of Fayetteville and all of its officers and officials from any claims, of whatever nature, relating to the employment of the environmental educator.
5. Provide a quarterly report to the City of outreach programs and services performed. Said report shall be provided by the 15<sup>th</sup> day of each month succeeding each quarter. The report shall include detailed statistics regarding the number of Fayetteville citizens served by the education services provided by the District pursuant to this agreement, and the nature and content of educational services provided.

The City of Fayetteville shall:

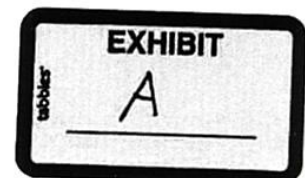
1. Pay for this service the sum of \$25,000 per calendar year. A pro-rated sum shall be paid for any partial year performance for the calendar year of the execution of this agreement (2013).

Scope of Work:

### **Educational Material Development - General Public**

Provide recycling/composting/solid waste information to improve public's knowledge and participation in programs.

**Deliverable:**



- A. Create program brochures for residential recycling, commercial recycling, apartment recycling, drop-off centers recycling, and composting to correlate with the "Recycle Something" campaign.
- B. Website updates, as needed, to both [accessfayetteville.org](http://accessfayetteville.org) and the [RecyclingSomething.org](http://RecyclingSomething.org) webpage content with the direction of the City's I.T. department.
- C. Development of Interactive displays at the new Marion Orton Recycling Center Drop off on North Street.

#### **Public Outreach - General Public, Chamber of Commerce, Library, Civic Groups**

Create PowerPoint presentations, press releases, PSA's, and events to improve visibility of organization and provide venue for dialogue with citizens.

##### **Deliverable:**

- A. Develop, plan and implement a "Project Driveway" event similar to one held in Seattle Washington to highlight the City's Pay-As-You-Throw residential waste program.
- B. Develop, plan and implement one door-to-door education campaign in a neighborhood to be designated by staff to educate residents on the recycling program.
- C. Create one public event at the Library highlighting recycling and solid waste information.
- D. Develop, plan and present at least 5 recycling and solid waste programs to civic groups and/or the Chamber of Commerce members during lunch events.
- E. Collaborate with the Washington County Cooperative Extension Service to provide education on proper Household Hazardous Waste disposal options.

#### **Youth Public Education – Private and Public Schools**

Provide interactive education programs to the Private and Public schools in Fayetteville.

##### **Deliverable:**

- A. Attend Green Team meetings and work to give presentations to the Green Teams at different schools.
- B. Develop educational booth and attend the End of Year Green Team Celebration and Teacher Fair at the beginning of the school year for Fayetteville Public Schools.
- C. Conduct one waste audit with one public school.
- D. Contact private schools to give presentations to students.

#### **Adult Education - Educators**

Assist Washington County Environmental Educator with facilitating teacher workshops and other professional development opportunities. Workshops will focus on solid waste, waste diversion, and natural resource conservation.

##### **Deliverable:**

- A. Assist with four PLT Teacher workshops and AEEA Expo

#### **Technical Recycling Assistance – Businesses, Schools, Chamber of Commerce**

Initiate, maintain and expand recycling programs within schools and other organizations to increase waste diversion.

**Deliverable:**

- A. Contact and educate businesses on Dickson Street about the commercial glass program, cigarette litter abatement program and other recycling initiatives.
- B. Develop and present to the Chamber of Commerce Greenway Initiatives program to describe services available to them.
- C. Work with teacher leaders at schools on how to participate in recycling services.
- D. Contact and educate apartment owners/managers and residents on services available to them and assist in implementing indoor recycling container distribution with 2013 ADEQ grant.

**Community Involvement/Partnerships - Non-profits, Government Agencies, Professional and School groups**

Increase collaboration between stakeholders and citizens, share resources, and create new programs.

**Deliverable:**

- A. Collaborate with non-profits and other agencies on events based around Earth Day in April, America Recycles Day in November, and watershed clean ups through-out the year.

**Special Projects - Varies**

Participate in various events and programs related to environmental education.

**Deliverable:**

- A. Expand the Second Chance School Supplies program to additional schools, recruit volunteers for the spring E-waste Roundup. This contract shall renew automatically on an annual basis unless by December 1<sup>st</sup>, either party provides written notice to the other of its intention not to renew this agreement.

All provisions of this agreement are contingent on annual budget authority granted by the City Council of the City of Fayetteville, Arkansas.

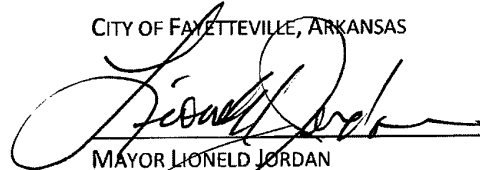
**Signatures:**

BOSTON MOUNTAIN REGIONAL SOLID WASTE  
MANAGEMENT DISTRICT

  
HONORABLE FRANK WEAVER  
BOARD CHAIRMAN

12/4/13  
DATE

CITY OF FAYETTEVILLE, ARKANSAS

  
MAYOR LIONELD JORDAN

12/18/13  
DATE

# '17 Scope of Work

## Educational Material Development - General Public

Provide recycling/composting/solid waste information to improve public's knowledge and participation in programs.

Deliverable:

- A. Create a toolkit for food waste reduction and recycling including information on food waste reduction, donations, and recycling which can assist businesses and institutions that generate substantial quantities of food waste to encourage actions that include proper portioning at schools and institutions and selling misshapen or soon to expire produce for reduced prices at grocery stores. The toolkit should also educate businesses and institutions about the benefits of making food donations and the liability protection of the Bill Emerson Good Samaritan Food Donation Act.
- B. Create a toolkit for recycling program development that would complement recycling staff's efforts. It should include step-by-step instructions for setting up a recycling program as well as waste audit instructions, a list of recyclables to target, information on how to request collection service and sample Education and Outreach materials.
- C. Development of Art Mural display at the 15<sup>th</sup> Recycling Drop Off Center at S. Happy Hollow. **2<sup>nd</sup> QTR. – Remove to be replaced with Social Media and Website responsibilities coordinated through approved Education Plan with Adopted Diversion goal.**
- D. Assist Washington County Environmental Educator with monthly Environmental Education News & Resources E- Newsletter. **ONGOING**

## Public Outreach - General Public, Chamber of Commerce, Library, Civic Groups

Create PowerPoint presentations, press releases, PSA's, and events to improve visibility of organization and provide venue for dialogue with citizens.

Deliverable:

- A. Develop, plan and implement one door-to-door education campaign in a neighborhood to be designated by staff to educate residents on the recycling program. **1<sup>st</sup> QTR – Remove to be replaced with Social Media and Website responsibilities coordinated through approved Education Plan with Adopted Diversion goal.**
- B. Create two public events at the Library highlighting recycling and solid waste information. **2<sup>nd</sup> and 4<sup>th</sup> QTR**
- C. Develop, plan and present at least 4 recycling and solid waste programs to civic groups and/or the Chamber of Commerce members during lunch events. **ONGOING**
- D. Collaborate with the Washington County Cooperative Extension Service to provide education on E-waste. **ONGOING**
- E. Conduct two Master Recycler Certification programs for residents to be used in future development of a Block Leader program for residential neighborhoods. **1<sup>st</sup> and 3<sup>rd</sup> QTR- Remove to be**

***replaced with Social Media and Website responsibilities coordinated through approved Education Plan with Adopted Diversion goal.***

F. Table and present at public events throughout Fayetteville (Botanical Gardens of the Ozarks, Community Development Block Grant event, etc.) **ONGOING**

### **Youth Public Education – Private and Public Schools**

Provide interactive education programs to the Private and Public schools in Fayetteville.

Deliverable:

A. Attend Green Team meetings and give presentations to the Green Teams at different schools. **ONGOING**

B. Develop educational booth and materials for Teacher Fair at the beginning of the school year for Fayetteville Public Schools. **3<sup>rd</sup> QTR.**

C. Attend and present if necessary the End of Year Green Team Celebration for Fayetteville Schools. **2<sup>nd</sup> QTR**

C. Conduct one waste audit with one school. **ONGOING**

D. Coordinate with private schools to give presentations to students. **ONGOING**

E. Present education programs with mascot Rooty for preschool kids. **ONGOING**

F. **Conduct waste tours and professional tours with school groups as needed. ONGOING**

### **Adult Education - Educators**

Assist Washington County Environmental Educator with facilitating teacher workshops and other professional development opportunities. Workshops will focus on solid waste, waste diversion, and natural resource conservation.

Deliverable:

A. Assist with or lead at least one Project Learning Tree Teacher workshop correlated to state frameworks. **ONGOING.**

### **Technical Recycling Assistance – Businesses, Schools, Chamber of Commerce**

Initiate, maintain and expand recycling programs within schools and other organizations to increase waste diversion.

Deliverable:

- A. Contact and educate businesses about the commercial glass program and other recycling initiatives. **ONGOING**
- B. Develop and present to the Chamber of Commerce Greenway Initiatives program to describe services available to them. **ONGOING**
- C. Work with teacher leaders at schools on how to participate in recycling services. **ONGOING**
- D. Provide training to apartment owners/managers and residents on services available to them and assist in implementing indoor recycling container distribution with 2013 ADEQ grant. **ONGOING**
- E. Conduct one business waste audit in collaboration with Chamber of Commerce Greenway Initiative program. **ONGOING**

### **Community Involvement/Partnerships - Non-profits, Government Agencies, Professional and School groups**

Increase collaboration between stakeholders and citizens, share resources, and create new programs.

Deliverable:

- A. Collaborate with non-profits and other agencies on events based around Earth Day in April, Compost Awareness Day in May, National Reuse Day in October, America Recycles Day in November, and watershed clean ups through-out the year. **ONGOING**
- B. Collaborate with the University of Arkansas and apartments to conduct end of year reuse/move out program. **2<sup>nd</sup> QTR Look to remove this in 2018**
- C. Collaborate with the Mt. Kessler Outdoor Education program. **ONGOING**

### **Special Projects - Varies**

Participate in various events and programs related to environmental education.

Deliverable:

- A. Coordinate Second Chance School Supplies program for Fayetteville schools. **2<sup>nd</sup> and 3<sup>rd</sup> QTR's Look to remove this in 2018**
- B. Help update the Adopt-a-street database for use with the Keep Fayetteville Beautiful affiliate. **ONGOING**
- C. Work with the City's Sustainability Department and retailers to conduct plastic bag recycling awareness campaign. **ONGOING**
- D. Help prepare recycling Award applications for the Arkansas Recycling Coalition and the Keep America Beautiful awards programs. **ONGOING**

# Budget

	<b>Budget</b> <b>\$120,000</b>			
<b>Recycling Education Campaign Budget 2017</b>				
<b>Categories:</b>				
<b>Education Materials:</b>				
Brochures (reprints of current brochures)	\$5,000			
Design Services for Waste Not Use Less campaign	\$6,000			
<b>Promotional Items:</b>				
General give away items	\$10,000			
<b>Apartment:</b>				
Vinyl decals for dumpsters (\$10/200)	\$2,000			
Promotional items for outreach events	\$3,000			
<b>Residential:</b>				
Education Folder for new residents signing up for service	\$3,000			
"Diversion Goal update" for household mailout in Fall	\$7,000			
Prizes for contest based on fall mailout	\$1,000			
B&W printing on back of water bills	\$850			
Recycling tag update	\$3,000			
<b>Composting:</b>				
Toolkit for Food Waste Reduction	\$3,000			
Creation of composting brochure for businesses	\$3,000			
<b>Businesses:</b>				
Toolkit for Businesses	\$3,000			
Newspaper ad listing & thanking participating businesses recycling (should put one on web too)	\$6,000			
<b>Media Campaign:</b>				
Ad on Fayetteville Flyer (large, one month \$500) 6 month	\$3,000			
Fayetteville Flyer - Digital ads	\$3,000			
"United Way" type thermometer showing increasing participation (installation & maintenance) (should put one on web too)	\$1,000			
Plastic Bag Awareness Campaign	\$3,000			
Facebook Outreach - Waste Not Use Less boost	\$5,000			
Digital Media Outreach- local news outlet	\$10,000			
Cox Media Contract - 6 month		12000		
Screenvision - Malco Theater		14750		
NCM - Fiesta Square 1 year		13000		
NCM - Fiesta Square Digital Media		6000 8 weeks		
Ads U of A Razorback Transit - 6 month		3450		
Northwest Arkansas Democrat Gazette				
New Commercials through Media Services Division				
<b>Public Space Containers</b>				
New marketing/advertising for 75 containers in place	\$5,000			
<b>Misc.</b>				
Boston Mountain Contracted Part Time Education Position for 2018	\$25,000			
<b>Education funds spent to date (7-7-17)</b>				
	\$8,646			
		<b>Funds Left</b>		
<b>Total</b>	<b>\$119,496</b>	<b>\$504</b>		